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A Checklist of Course Correction Tactics for Your 2020 AEP Marketing Campaign

The marketing window for Medicare's AEP is very small—less than 10 weeks. On top of that, there is the need for CMS to review and approve creative. With these factors in mind, making mid-campaign course adjustments may seem impossible, but trust us...it's not!

Below is a list of actions you can take during AEP to optimize your marketing results.



Checklist of AEP Course Correction Tactics

Are you missing out on Paid Search ad impressions?



Consider increasing your Paid Search budget and re-evaluate your optimization strategy.

Do you have any underperforming Paid Search ads?



Consider developing new ad copy. Make sure each ad group includes three to four ads and be sure you are providing content for all available ad extensions.

Is your Paid Search campaign generating calls?



Consider adding click-to-call ads or call extensions to your Paid Search campaign.

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Checklist of AEP Course Correction Tactics (cont.)

Is your web traffic converting into leads?



- ☐ Consider using web analytics to guide landing page revisions.
- ☐ Consider if some of your media tactics need stand-alone landing pages—ensure your landing pages are “continuing the story.”

Is your DRTV meeting or exceeding expectations?



- ☐ Consider shifting unused or yet-to-be-used budget into more DRTV media.
- ☐ If you’ve been tracking at the station-level or daypart-level, focus dollars on best-performing media opportunities.
- ☐ Consider editing down your DRTV spot into a series of shorter videos that can be used via Paid Social or posted on landing pages.

Is your Sales department complaining the phones aren’t ringing?



- ☐ Investigate the possibility of conducting Medicare meetings via Facebook Live or live webinars.
- ☐ Consider collaborating with Sales to find events in your area that can be piggybacked on for tabling and other in-person sales opportunities. Outdoor events and fall festivals are popular this time of year.

Are you looking for additional ways to quickly boost campaign performance?



- ☐ Consider radio. Radio spots can be developed rapidly—within a week. And radio media can be negotiated and locked in relatively quickly.

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Checklist of AEP Course Correction Tactics (cont.)

Are you looking for additional ways to quickly boost campaign performance? (cont.)



Consider Paid Social—it has a short concept-to-market turnaround. Plus, it's easy to target demographically and geographically.



Consider adding an easy-to-fulfill incentive to digital media executions (Paid Search, Paid Social, etc.)—gift cards from a local retailer or national chain in your area. Be sure to keep it CMS compliant.



Consider inserting your existing sales collateral into newspapers as FSIs.



Consider filming an in-person Medicare meeting. Edit down the video for use in Paid Social and on the web.

Fine-tuning your Medicare AEP campaign doesn't require a big lift and could significantly improve results.

If your campaign includes tactic-level tracking and frequent reporting, then some planning, preparation and the ability to be nimble is all it takes to optimize your marketing efforts.

Need help optimizing your Medicare marketing campaign?

Media Logic has the experience, talent and full-service capabilities to help you meet and exceed your goals.

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